THE LOCATION

AMUSEMENT & MUSIC OPERATORS ASSOCIATION

December 1984

Expo '84 Coverage

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December 1984, Volume 20 Number 12 ISSN-0747-3060

THE LOCATION

The official publication of the Amusement and Music Operators Association.

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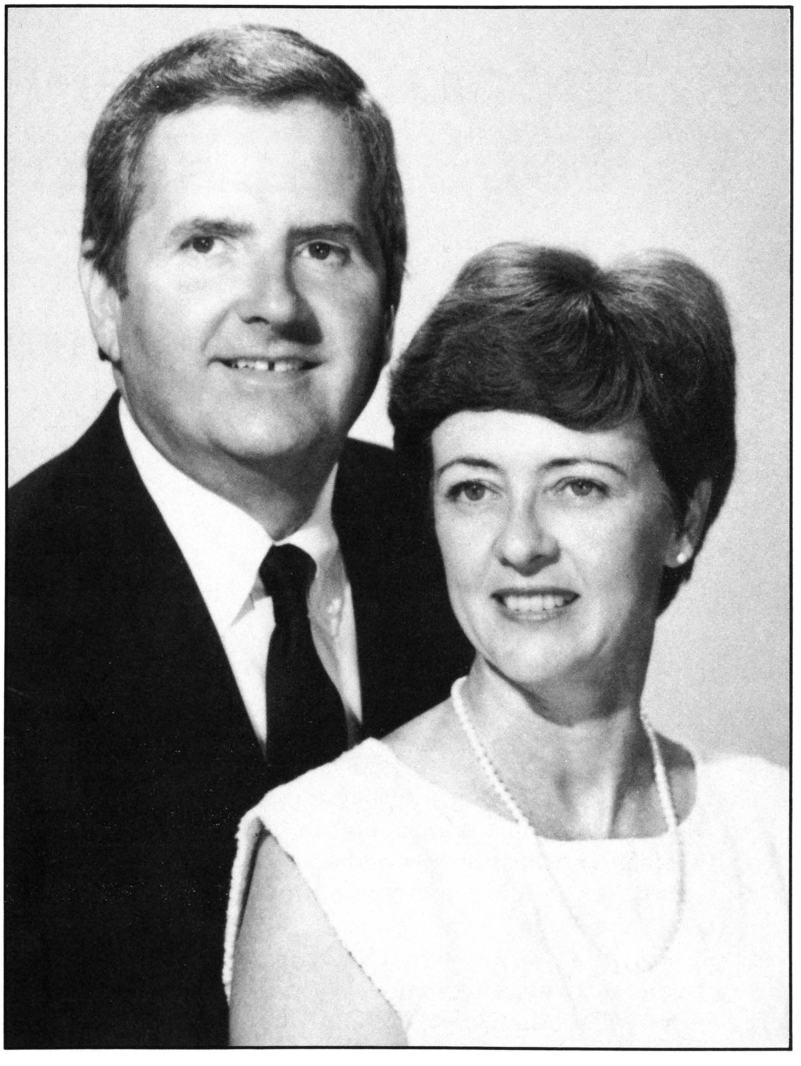
Season's Greetings



Sandra and I wish you and yours a Healthy and Happy Holiday Season

. . . . .

And may 1985 be a good year for all of my fellow AMOA members and our industry.

John Estridge

(l-r) Joe Phillips, Executive Director of the Wisconsin Amusement and Music Operators, and moderator AMOA Past President, Russell Mawdsley, of Russell-Hall Inc., MA., at the annual State Association Meeting, as Walter Bohrer of Hastings Distributing, Milwaukee, WI, lends some helpful insights to successful associations.

State Association Meeting Tackles Lobbying Head On

By Tony Urso
Madison Coin Machine Company
Monona, WI

This year's meeting of the State Associations at AMOA focused on grass-roots lobbying and setting up an issues management system as presented by Bob Schuckman of Jenner & Block and Bob Schule and Will Ris of the Wexler, Reynolds, Harrison and Schule lobbying firm in Washington, DC.

Russ Mawdsley (A.M.O.A. Past President) was the moderator of the meeting. He stated that the purpose of the state association meeting was to have interaction between national and state associations at the convention level instead of at the state level. This was to see where the national association can be of assistance to the state associations—whether it is informing, directing, or assisting in the political aspects of the state association.

It was the consensus that we need national/state cooperation in fighting adverse legislation in Congress such as the Copyright Bill. Grass-roots lobbying has been and will continue to be the key factor in fighting this type of legislation.

There are five key points on a issue management system according to the speakers.

1) IDENTIFY KEY PERSONNEL—Senators, Congressmen, Assemblymen and Governors are important; however, assistants, city counselors, members of zoning boards or any of their aides can be just as important. You can get access to the aides or assistants on a regular basis, and through them get to the appropriate official. By knowing the aides you can become **proactive** instead of **reactive**. You must educate these people on your business, if they are familiar with your business and understand your problems in advance they are a lot less likely to come up with any ideas that are likely to hurt you.
2) IDENTIFY KEY ISSUES—You must identify what future issues the government may develop from current bills. Remember the future is drawn from the past.
3) PRIORITIZE KEY ISSUES—You only have limited resources at the local level so spend your time accordingly. Keying in on one or two issues is much more effective than on ten, although all ten may effect you. Remember it doesn't neces-

sarily have to be a legislative or a regulatory issue, but it could be something such as a public relations issue.

4) TARGET COMMITTEES THAT ARE RESPONSIBLE FOR PRIORITY ISSUES—Find out who are the committee personnel and staffers and assign people in the state and their jurisdiction to get to know these people. The purpose of this is to find out your proponents and opponents. It is strongly recommended that you participate in the political process by running for office, assisting in a campaign, holding fund raisers or going to fund raisers. Participation doesn't have to be done at a large level just at a visual level. Even if your candidate doesn't succeed you have obtained valuable political knowledge that may benefit you later. All this involvement will guarantee their agreement on your issue.

5) ISSUES MANAGEMENT PROGRAM—You **must** have somebody maintaining what is going on in these committees and set up a clearing house for information. This person will assign people to issues, committees, individuals and make sure contact is kept up with these people. Most states use state association executives and issue publications to keep their membership informed. **The key to issue management is to develop a system not only to react to problems but to anticipate them.**

Once you have identified key personnel, issues, priortized issues, targeted committees and organized an issues management program, your management of this system becomes critical.

It is suggested that each state break up by Congressional districts and appoint a district coordinator. The district coordinator will be responsible for a secondary system. The secondary system consists of taking action in sub-committees, contacting aides or legislators directly. By using an "action pyramid" you set up accountability, feedback, and have a quick means to react to issues. This also keeps ideas and concepts being presented to legislators consistant.

It was further suggested that AMOA members go to their legislators office on a regular basis, not only to ask for assistance but to stay visible and to express concern for their day to day activities. **The most effective lobbiest, especially on controversial issues, is a known constituent.**

Remember to try to get partners to your coalition such as the Chamber of Commerce or other related industries because these issues may also affect them. By combining resources and efforts through effective coordination you'll have a better opportunity to get passed or defeat a state or local issue.

Currently A.M.O.A. is exploring the possibilities of having a "legislative day" in Washington, DC on an annual basis. This would be a full day event consisting of breakfast and a briefing, lunch and a special issues seminar, then going to Capitol Hill to see your Congressmen and Senators, and at night have a reception for everyone. A general display of equipment, trade magazines, the A.M.O.A. Cost of Doing Business Survey, and an informal get-together would highlight the evening.

Grass-roots lobbying requires dedication, organization and membership participation at all levels otherwise it will not work. The speakers pointed out that as an organization, we need to build a formal system that will enable us to enhance our ability to operate politically in any area. Once we have identified key personnel, issues, prioritized issues, targeted committees, organized an issue management program and finally manage the system we will be operating politically to fight legislation.■

Video Lotteries

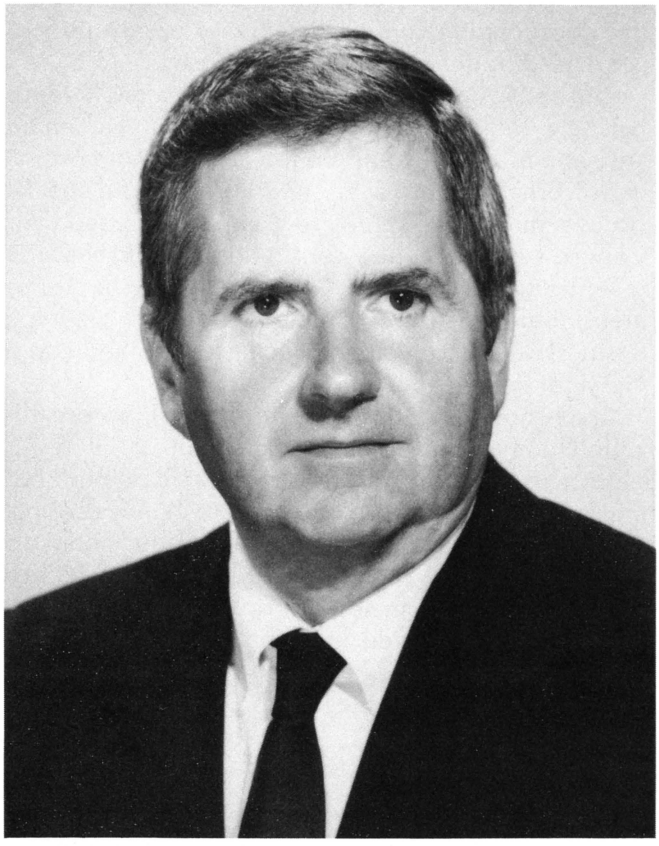
In an alarming intrusion into private enterprise, states operating video lottery games are now directly competing with small businesses.

The rapid development of state-controlled video lottery games has the potential to seriously harm thousands of small businesses throughout the country. States embarking on video lotteries have inadvertently become direct competitors with businesses that own and operate video machines for amusement purposes.

As the representative of these business people, the Amusement and Music Operators Association strenuously objects to the development or implementation of any state-run video lottery games that do not take into account their direct impact on small business people in the amusement game industry. We recognize the need for states to raise revenues and do not oppose lotteries per se. We strongly oppose any revenue-raising system that forces us to compete against state-run monopolies for videogame business. That kind of competition is both unequal and unfair.

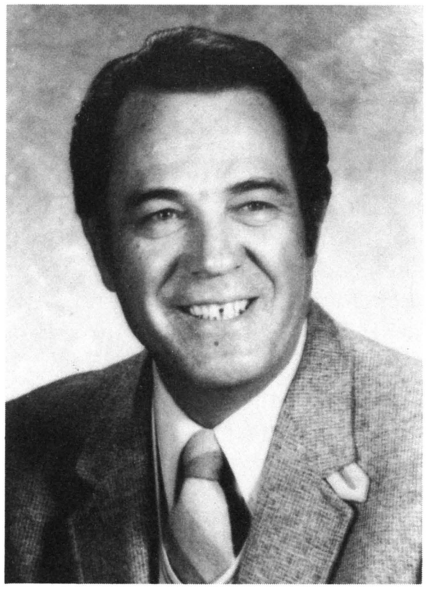
There are, however, ways that states can draft video lottery laws to enhance small business without diminishing their ability to raise revenues. This could be done by guaranteeing small business a role in the placement, operation and maintenance of machines. By the same token, states should be precluded from granting either a single large corporation or themselves a monopoly to run these games. The Amusement and Music Operators Association will support and work for such small business provisions wherever legislation is being considered and will vigorously oppose any legislation that does not contain provisions.■

Newly Elected Officers and Directors of AMOA Take on New Responsibilities

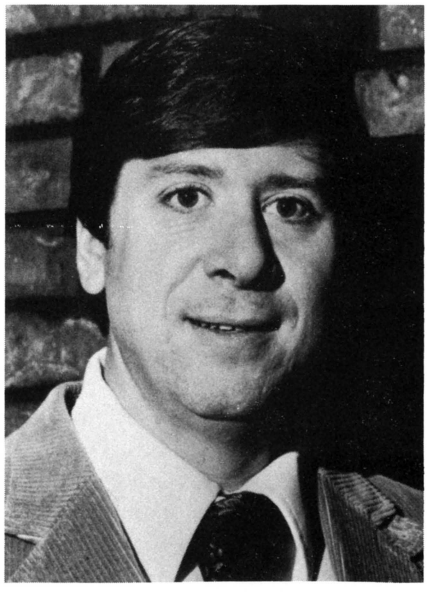


"This industry has been good to me and my family. I want to give as much back to it as I can."
John Estridge
Southern Games Distributing
Lewisburg, Tennessee
PRESIDENT OF AMOA 1984-85

There is a new breed of operators who are in this industry by choice and their number grows each year. Continuing the industry's move towards a new professionalism is the incoming AMOA President, JOHN ESTRIDGE. John is already familiar to many state associations around the country because of his unstinting willingness to contribute to their education and seminar programs. That dedication is an asset that will benefit all operators and the industry in the years to come.



Al Marsh, 1st Vice President
Hart Novelty
Bellingham, Washington



Richard Jacomet, Vice President
Red's Novelty
West Allis, Wisconsin

Richard Hawkins, Secretary
D & R Novelty
Rochester, Minnesota

Walter Bohrer, Treasurer
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Milwaukee, Wisconsin

Kem Thom, Vice President
Western Automatic Music
Chicago, Illinois

James Trucano, Vice President
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Bill Stone—Stone Amusement, Tullahoma, TN

David Goudeau—Southland Distributors, Lafayette, LA

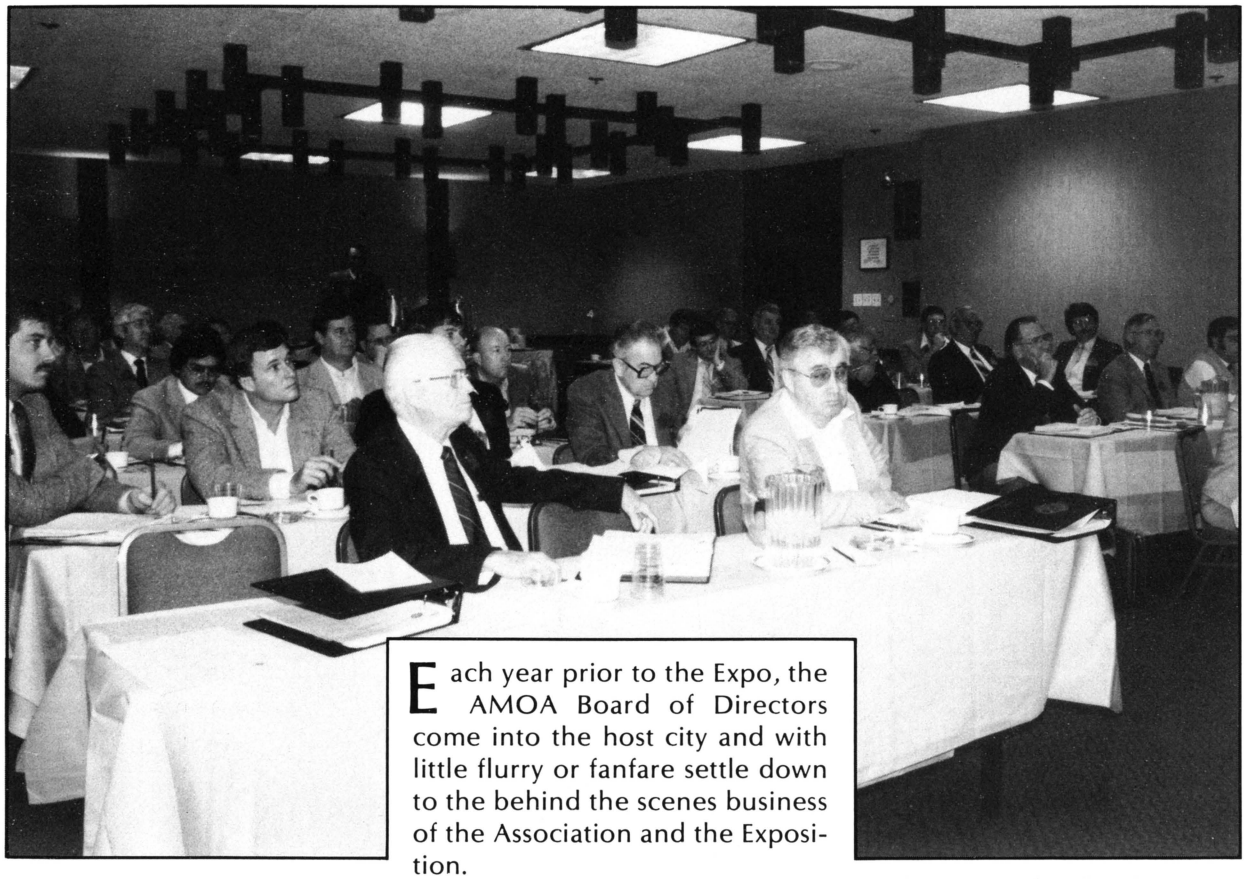
Richard J. Scherer—Oakland Cigarette Service-United Music, Oakland, CA

Phillip Elum—Elum Music Company, Massillon, OH

Royce A. Green III—Rosemary Coin Machines, North Myrtle Beach, SC

Your Board of Directors will hold their mid-year meeting from April 17-21, 1985, at the Lake Buena Vista Hilton, Lake Buena Vista, Florida. Contact any director or the National Headquarters Office if you have any input for this important meeting.

Board Meeting . . . . Before the Show Goes On . . . .



Each year prior to the Expo, the AMOA Board of Directors come into the host city and with little flurry or fanfare settle down to the behind the scenes business of the Association and the Exposition.

It is a hard, fast paced task, that is remarkable, not only for its coordination, but for the amount of shoe leather and aspirin used up.

The volunteer committee structure is vital to the successful running of AMOA and the Expo since it is this group who augment the National Staff and make it possible to be in six places at once coordinating twelve events. They are behind the scenes but the results are right up front for the benefit of the entire industry.■

The Education Committee, after months of coordination through the National Headquarters, gathers in a Hyatt meeting room for that, always necessary, last minute up-date and briefing that produces the right speakers in the right rooms at the right time.

Seated left to right, Norm Pink, Richard Hawkins, Jack Kerner, Lee Melchi, V. Chairwoman Alice Clevenger, Staff Education Program Director J.D. Meacham, Craig Johnson (with head turned) and Jim Hayes. Committee members Jim Trucano (chairman), Don Van Brackel, Vincent Storino, Todd Erickson and Manley Lawson didn't make it into this picture.

Expo registration, under the Staff Direction of Dorothy McNichols, went smoothly because of months of pre-planning and the on-site efforts of this vital Expo committee. Seated left to right, some of the Registration Committee are briefed on the '84 procedures step by step: Jerry Derrick (in profile), Dorothy Christensen (V. Chairwoman), Russ Warner, Stan Seymour, Tony Alvarez, Ray Reynolds, Tom Harris, Clyde Knupp (Chairman).

The Government Relations Committee and Jukebox Legislation are tied hand in hand in most operators minds, but this committee's concerns go beyond just this one area of the industry. Year-round they monitor reports and feed information to the National Offices to keep the association abreast of legislation and issues effecting our industry.

Pictured, Chairman Wesley Lawson reports to the full Board of Directors. Seated left to right: Russ Warner (back to camera), Richard Hawkins, Dorothy Christensen (back to camera), John Estridge, Dock Ringo and Leo Droste.

Expo '84 Opens On An Up-Beat Note of Optimism From Operators and Manufacturers

AMOA President, Dock Ringo and wife Betty welcome an anxious crowd of visitors, as they cut the AMOA ribbon to officially open the 35th INTERNATIONAL EXPOSITION of GAMES and MUSIC.

Keynote Speaker, Senator Orrin Hatch delivers a rousing message during AMOA's General Session Meeting, stressing the need to reduce government interference in small business and notes a more hopeful prospect for the future.

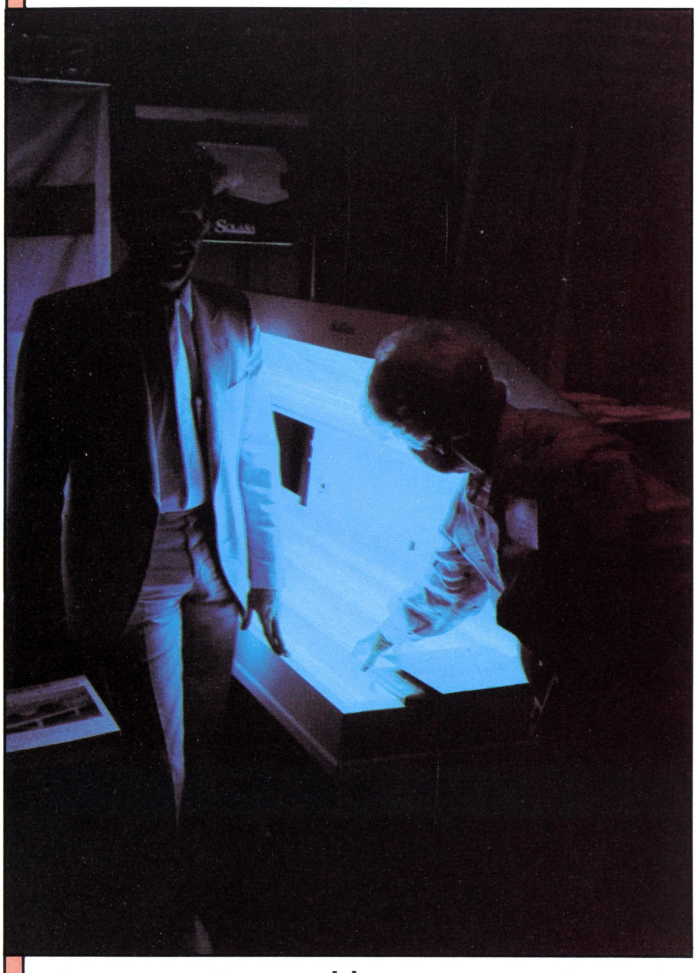
Senator Orrin Hatch receives a special sneak preview of the exhibits from Craig Johnson (center) and AMOA President elect John Estridge (right).

AMOA President elect, John Estridge addresses the membership during the Annual General Session Meeting.

Clean and sharp, the AMOA letters welcomed thousands to the Expo Exhibit floor.

AMOA

The Industry Flexes Its Muscle



You could tan . . . .

As the exhibits opened, crowds flooded the two levels of exhibits to view and test first-hand the industry's newest games and services. Pinballs proved to draw heavy attention as well as new products such as coin-op tanning booths. Other companies such as Bally/Sente displayed new videogames that incorporate actual movement during game play. Many attendants brought younger guests for a true test of player appeal. Either young or old, each Expo visitor found something of interest. It was all here . . . .

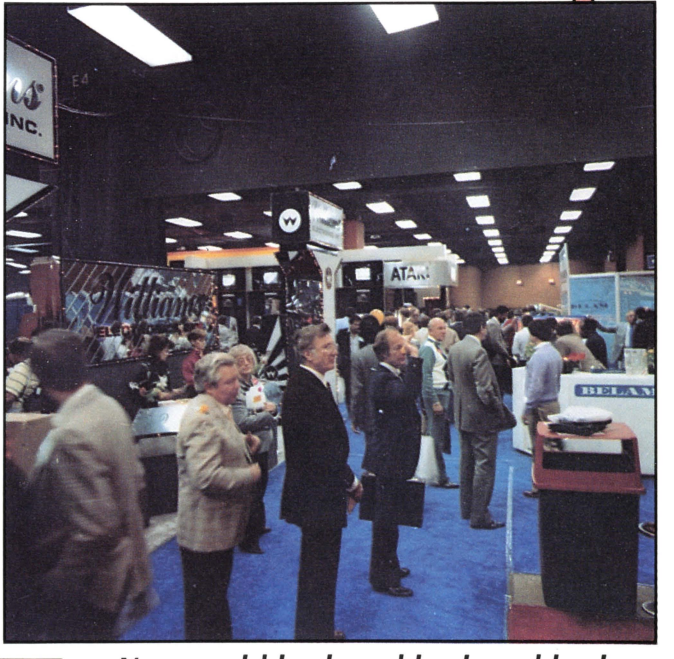
You could push, pull and tilt . . . .

You could whack . . . .

You could ride . . . .

You could putt . . . .

You could press . . . .



You could look and look and look . . . .

How new Atari System I makes

The next generation conversion system is here!

SYSTEM I is revolutionary. . . feature for feature the most advanced conversion system in the industry.

Its *low cost* is revolutionary too! It's the result of listening to you. Seeing the need for an ultra high performance, highly flexible system that can deliver hit-quality Game Kits every 3 to 4 months. Games designed to give players more value, present fresh ideas to build and sustain a wide player base, not just fill a system library. And do it all at an affordable, very competitive price!

How we do so much for so little.

We've used leading-edge technology to custom-design a powerful, creatively non-restrictive hardware system that allows expandable software for long-term flexibility. It actually has more performance capability than any previous Atari dedicated game hardware! This same technology has also made it possible to pass on significant cost reductions via custom IC design, lower overhead and efficient "no-fat" manufacturing and processing techniques.

SYSTEM I makes the magic happen.

The sensational appeal and game play design of MARBLE MADNESS, and the games that are following, are the result of a mind-boggling array of exclusive technical features. . .

The Base Unit consists of a durable new modular cabinet, a monitor, side-panel graphics and main electronics.

The Game Kit includes a pop-in game board, and attraction graphics. Kits may also include a new control panel with graphics.

SYSTEM I is specifically designed for quick and easy conversion on location including front access to all electronics, for less hassle.

We've trimmed our fat without trimming performance. Shane Breaks demonstrates the new Atari "lean look". . . of the SYSTEM I Base Unit (and for new vice presidents of sales).

A Warner Communications Company

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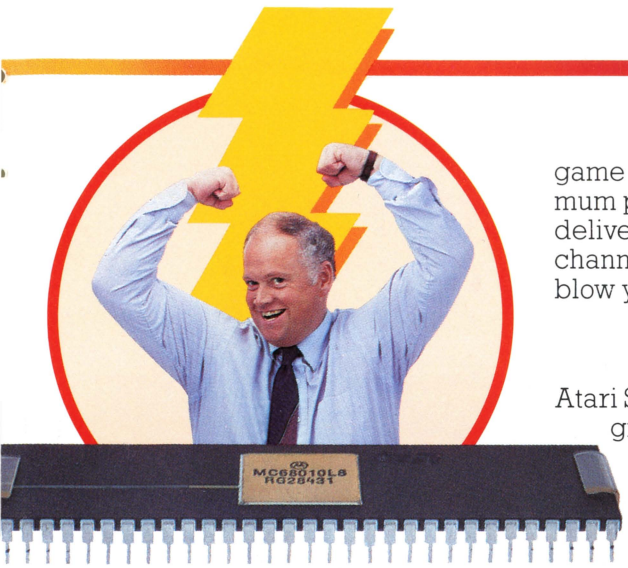
the magic in Marble Madness™!



game talk to players. And for maximum play action effect, all sound is delivered through a 10-watt-per-channel hi-fi stereo amplifier. It'll blow you away.

Unequalled visual capability.

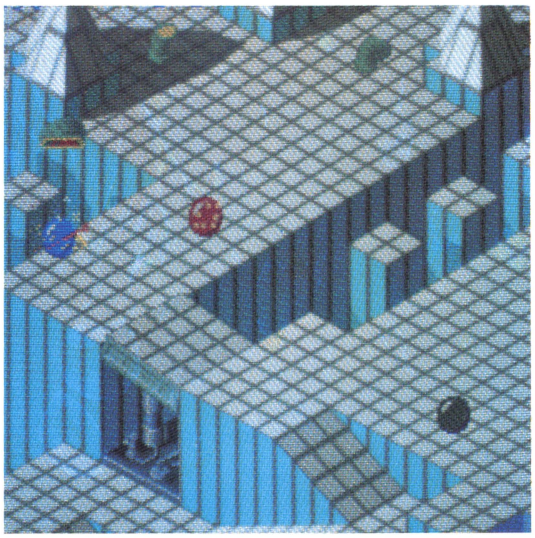
Atari SYSTEM I is startling video graphics, dazzling, sensational color and incredible animation. Our new hardware offers almost limitless versatility in game design. Like scrolling playfield capacity (other conversion systems only have static one-screen-at-a-time capability). We can put 56 motion objects on the screen at one time—over three times what others can do. And up to 256 colors at any time. It's a visual feast you'll be seeing from now on in every SYSTEM I game.

New MARBLE MADNESS. Translating high technology into flat-out fun and profit!

MARBLE MADNESS is a competitive two-player simultaneous marble race over spectacular three-dimensional-like playfields. The objective is simple but very challenging. Use the Trak-Ball (control panel has two Trak-Balls—one for each player) to get your marble across the goal line before your opponent. Single players can play against the computer.

The playfield/raceways scroll along with the player's action. A host of humorous (and dangerous) characters are added along the route, making the races even more challenging. . . .ever roll into a hungry marble muncher? Play surfaces change as you roll, adding new hazards and skill maneuvers.

It's non-stop multiple-level action that appeals to all types of players for consistent earnings in any location.



More powerful hardware.

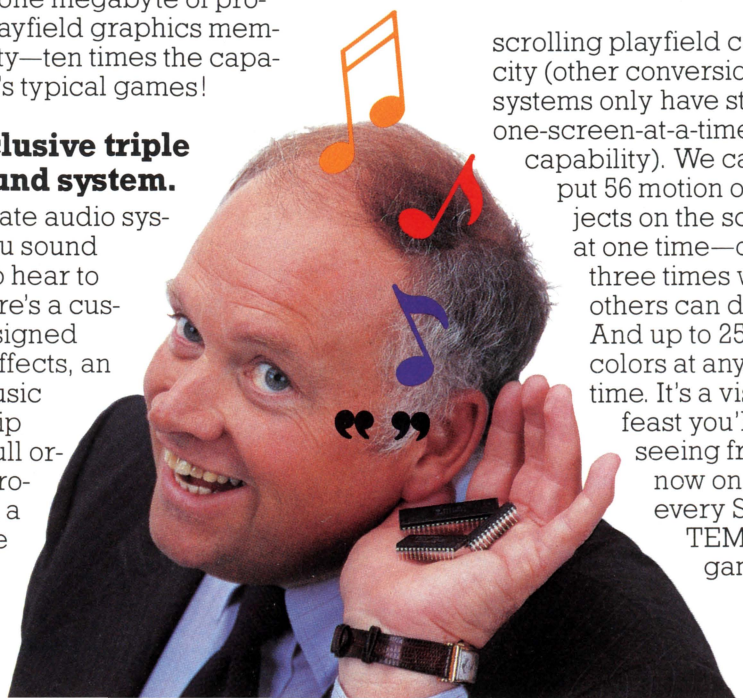
You're not stuck with "me-too" games because of simple or already obsolete system limitations. State-of-the-art custom-designed hardware specifically designed for the coin-operated games industry means greater software flexibility that allows for more versatile game themes and provides for long-term programming capability.

SYSTEM I hardware features the powerful Motorola 68010 16-bit processor, that delivers eight times the processing speed of other games.

And up to one megabyte of program and playfield graphics memory capability—ten times the capacity of today's typical games!

Exclusive triple sound system.

Three separate audio systems give you sound you'll have to hear to believe. There's a custom chip designed for special effects, an exclusive music synthesis chip capable of full orchestral reproduction, and a special voice chip lets the



No more boring games.

MARBLE MADNESS is the first of a series—typical of the exciting games in development for Atari SYSTEM I. Get all the details from your Atari distributor right now, or contact us for referral at Atari Games, Inc., 1272 Borregas Avenue, P.O. Box 3618, Sunnyvale, CA 94088.

ATARI GAMES

We're playing your game.

Due to publication deadlines, the continuation of the feature on jukebox manufacturing giant, David C. Rockola, "From Gumballs to Legends", will appear in the January issue of the LOCATION magazine. (Editor)

David C. Rockola Receives Industry's First Merit Award

AMOA's annual Banquet, Awards Presentation and Stage Show was an evening of standing ovations, and one of the highlights of the evening was David C. Rockola's acceptance of the industry's first award for merit.

As one of the industry's few living legends, Mr. Rockola is well deserving of this award for his contributions and inspiration to an industry he helped mold and in which he has remained active in for over 50 years.

The unanimous vote naming Mr. Rockola as the recipient of this award and the warmth of the congratulatory audience, reiterated the fact that David C. Rockola is truly a hero within the coin-op industry.

As part of Mr. Rockola's acceptance of the Merit Award, Raul C. Romero, President of the National Sound Industries of Mexico, presented Mr. Rockola with a rare 1948 Rock-Ola jukebox in its original working condition.

Mr. Rockola then donated the jukebox to the Licensing Division of the Copyright Office, Library of Congress, Washington, D.C., on behalf of AMOA and the National Sound Industries of Mexico.

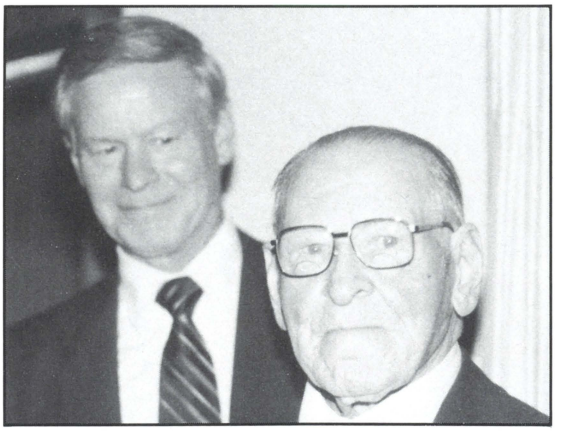
The Rock-Ola 1948 jukebox will become part of the permanent display in the Library of Congress and is accessable to the public.

Raul C. Romero carefully unwraps the 1948 Rock-Ola jukebox in preparation for its presentation to Mr. Rockola.

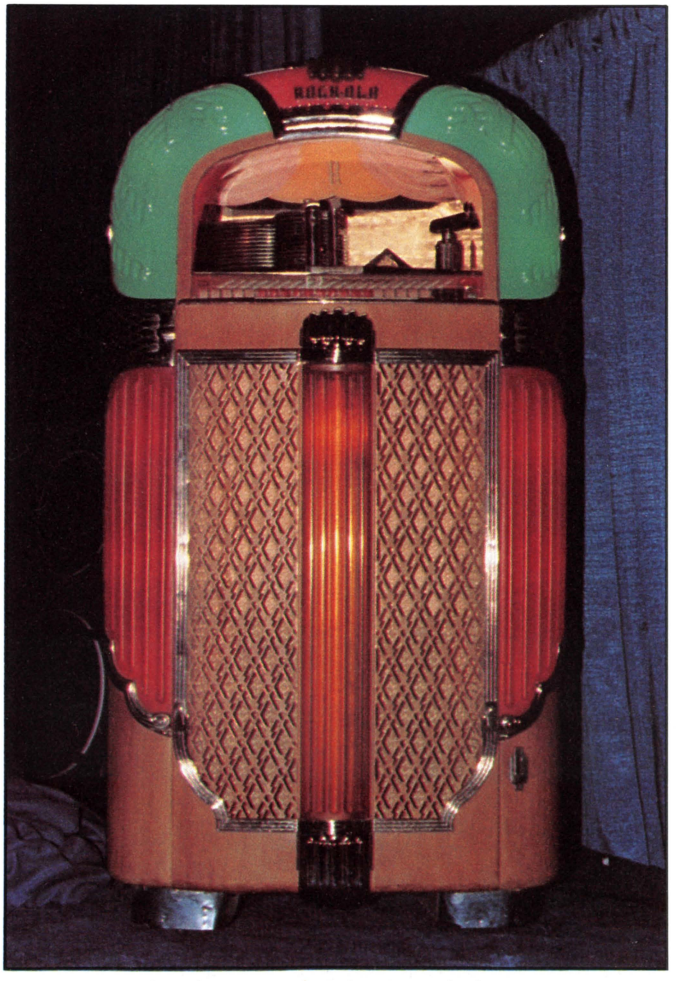
The final packaging is removed, as (l-r) AMOA Staff Convention Coordinator, J.D. Meacham; Chief of the Licensing Division, Copyright Office, Library of Congress, Walter Sampson; Executive Vice President of Rock-Ola Manufacturing Corp., Bette Lockhart; and President of National Sound Industries of Mexico, Raul C. Romero, take a moment to admire the beauty of the 1948 Rock-Ola jukebox.

Raul C. Romero, President of National Sound Industries of Mexico, formally presents the classic Rock-Ola 1948 jukebox to Mr. Rockola.

Rare Rock-Ola Jukebox Goes To Washington



A great moment in the industry's history as David C. Rockola (on the right with Donald C. Rockola) made the announcement that: "On Behalf of AMOA and the National Sound Industries Mexico, it gives me great pride to present this jukebox to the Library of Congress where it will remain in the nation's Capitol on permanent display."



The classic Rock-Ola 1948 jukebox.

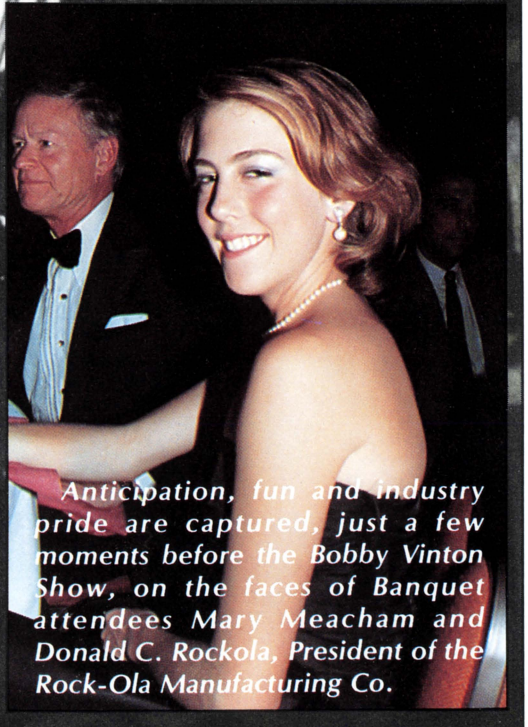
Chief of the Licensing Division of the Copyright Office, Library of Congress, Walter Sampson, accepts the Rock-Ola 1948 jukebox for display in the Library of Congress.

EXPO '84 PHOTOS IN PASSING

Bobby Vinton wows the AMOA Banquet audience during an exhilarating performance that brought the Expo officially to its close.

"Putting on the Hits" performed complete with top hats and canes opened the presentation of the annual 'JB' Awards and added a special surprise to the banquet

Preceding the General Session Meeting, the Georgia Frances Orchestra treated attendees with a touch of classical music.



Anticipation, fun and industry pride are captured, just a few moments before the Bobby Vinton Show, on the faces of Banquet attendees Mary Meacham and Donald C. Rockola, President of the Rock-Ola Manufacturing Co.

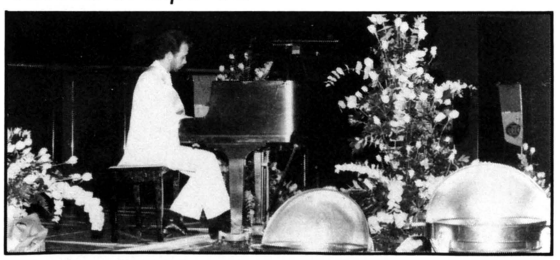
Special guests are part of the richness of every Expo. Left to right, Ralph Oman, Chief Counsel of the Subcommittee on Patents, Copyrights & Trademarks accompanies Senator Zorinski (R-NE) and Will Ris of the Washington D.C. firm of Reynolds, Wexler & Schule.

Kay Trucano accepts a memorial plaque in honor of her late husband and Past President of AMOA, John Trucano, presented on behalf of AMOA, by AMOA President, Dock Ringo (left) and AMOA President elect John Estridge.

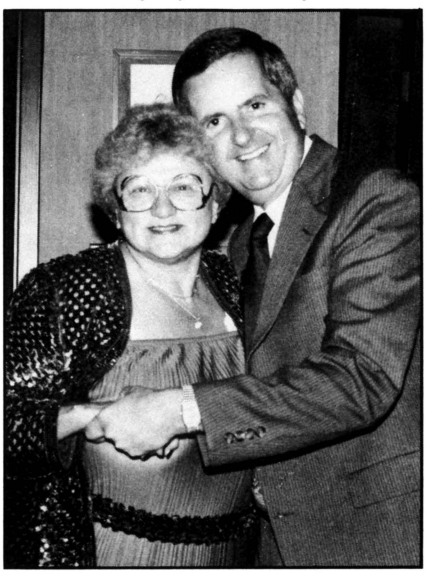
Leo A. Droste, CAE, AMOA Executive Vice President, Dorothy McNichols, Administrative Assistant and AMOA legal counsel, Bob Schuckman of Jenner & Block are captured expressing their pleasure in the success of Expo '84.

Lou Marohn of Carole Jackson Consultant, colors Betty Ringo (left) beautiful, as Lee Marsh looks on during a color consultation presented as part of the Ladies Brunch.

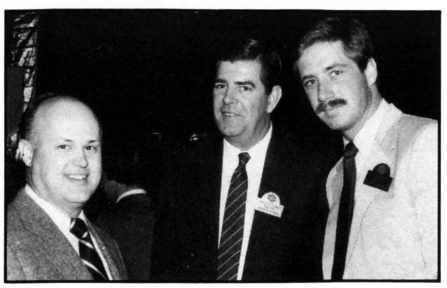
Camille Compasio of Cashbox Magazine takes a quick look behind the scenes at the Bally/Sente display at the Expo.



To the sound of soft piano music, guests gather to welcome AMOA's 1984 President, Dock Ringo.



A quick hug and 'taste of sugar' as Past President Leoma Ballard launches the new presidency of John Estridge.



(l to r) Manley Lawson, Stan Seymour (both of Florida) and Craig Johnson (of Utah) pause for a moment to plan their approach to the record breaking two-floor exhibit area of industry goods and service.

Warm smiles and a smooth transition of office typify the AMOA officer structure as outgoing President Dock Ringo stops for the camera with Sandra Estridge, John Estridge and Betty Ringo.

"How to Re-market Your Second & Third Ranked Equipment for First Ranked Profits"

by Sharon Harris

Is there life after what seems like certain death for older videogames and pinball machines? Todd Erickson of Summit Amusements in St. Paul, Minnesota thinks so. The standing-room-only crowd at his seminar listened intently, hoping that he is right.

For one hour Erickson told operators how they could revitalize both videogames and pinball machines whose income had decreased enough to be retired from the route. He believes that both the manufacturers and the operators are at fault. To be sure, the manufacturers must make a more mechanically sound product, but the operator must also speak out and make his opinions and suggestions known.

Erickson stressed that the player should feel that he is getting good value for his money. This theory translates into "fair" player time and an appropriate degree of difficulty and challenge on a game.

According to Erickson, the minimum playing time should be 1½ minutes, but 2-2½ minutes is the optimum. The player should have the opportunity to learn and be challenged. Erickson's bookkeeping techniques imitate a classic bell curve, resulting in the greatest number of players falling within that range, while still providing the more skillful player with more playing time. He also recommended the use of a learning curve which allows for a ratio of increasing numbers of players for longer periods of time.

Erickson criticized those games that he feels are a short-term "rip-off." He defined this "rip-off" effect as those games that attracted many first-time curiosity seekers, but few repeat players. Erickson cited the Mach 3 laser game as an example, objecting to the fact that at first 80% of the playing time was less than 60 seconds for a hefty 50¢. How many repeat customers would a game get at that price for so little return? Even with modifications, he stated that the sit-down version only adjusted down to 50% at less than 60 seconds playing time.

Erickson praised Bally/Midway's Galaga and Nintendo's Mario Bros. for their fair distribution of playing time.

A machine must be adjusted when necessary. An operator should not place a game and assume that the only requirement is making a collection. Erickson thinks too many operators do just that . . . .they don't WORK their routes. Using a speed-up kit is very helpful. The first example of a speed-up kit was the "old" Asteroids game. The operator needs to loosen up older games to motivate players, adding lives to games. He endorsed Williams' videogames as having the best game adjustment possibilities.

Resetting bonus levels can also help to build up declining revenue. The first level should be set low (approximately 10,000) so that 80-90% of the players are successful, but the next increments should be spaced at 20,000 to 30,000 points apart.

Eye appeal is an obvious attraction for a potential player. Keeping a screen or a playfield clean is not difficult, and can reap favorable rewards. Of course, a conversion kit that is poorly mounted into a cabinet is of no value whatsoever, no matter how clean and shiny.

Erickson did maintain that an operator cannot evaluate his pinball machines in the same way as his videogames. It takes much more time and skill to successfully operate a pinball machine than a videogame. Just as the playing time and challenge are the key features of videogame operation, the percentage of replay is the most significant aspect of profitable pinball operation. Erickson uses the formula:

PAID PLAYS & MATCH &
REPLAYS= TOTAL PLAYS

As a rule Erickson programs his pinballs on a 25% replay and a 10% match, although he advocates extending it up to 50-60% replay if it will save an older game from becoming a "collector's item" in the warehouse. He re-emphasized that the goal is to generate higher dollars by utilizing the machines to the fullest.

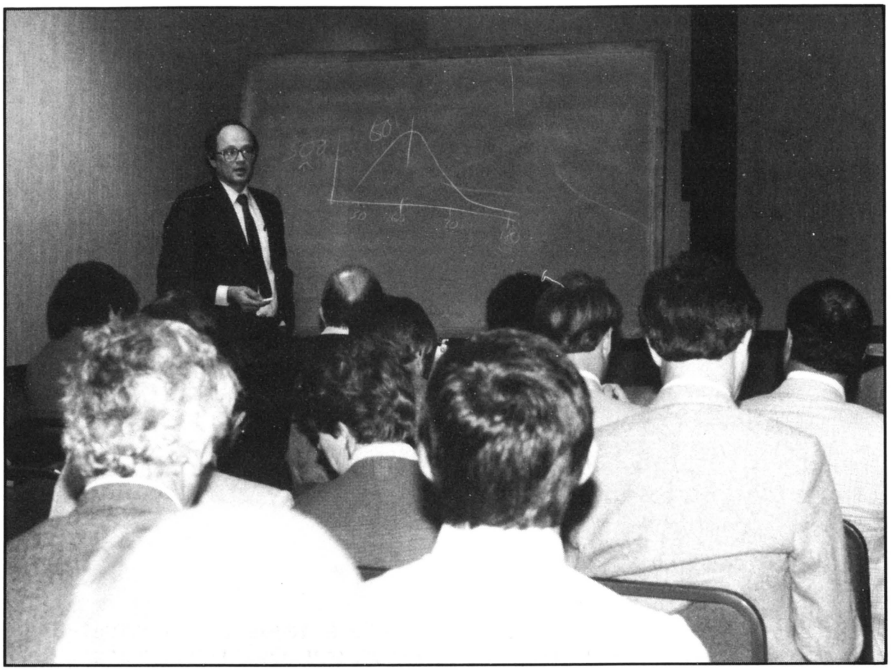
Analyzing the various pinball games on the market, Erickson reproached Bally for omitting the percentage of replay function on their first digitals, and compli-

mented Gottlieb (later called Mylstar, now Premier Technology) for first using it in their Series 80 Spiderman game. He would like to see the more sophisticated resetable functions combined on the second player register in order to avoid potential accounting problems. Also, Erickson would prefer a built-in automatic reset feature for the high score to date that would kick off after every 500-1000 plays. Elimination of the extremely high score to date being "forever" registered may promote continuous competition for players.

To illustrate how fundamental percentage is in pinball operation, Erickson recounted his disastrous initial experience with the Williams pinball Joust. It was originally produced with only a 1½% replay function, and poorly-timed drop targets on the playfield. He called the factory and received no satisfaction. For a fair or shopping mart with a very transient audience, it might work with a total of 11½% replay, but not in a street location. It was definitely not a bestseller for Williams. Erickson was skeptical of this machine, despite the fact that he considers the late Harry Williams and Steve Ricci of Williams to be two of the best playfield designers of the past decade. Overall, Erickson seemed to regard Bally's 8-Ball Deluxe as his favorite flipper game.

Individual markets vary, but Erickson claimed that there are certain generic defects in pinball games that must be corrected. Examples of these flaws are inferior playfield coatings, screws that break, sharp plungers, flipper coils that burn out and small coil stops. High maintenance and poor component parts needing constant replacement undermine profits. Operators have an obligation to themselves to speak out via conversations with the factory people and articles in the trade publications. The manufacturers have never needed satisfied operators more than they do now. Erickson urged all operators to verbalize their feelings.

Todd Erickson offered the audience a diversity of ideas and concrete technical tips for particular machines. He assessed games from all the factories with an objective, unbiased approach, basing his assessments on his own experiences. Each participant left the seminar with pages of notes and a headful of profit-making information.■



Todd Erickson of Summit Amusements, addresses a standing room only seminar, on revitalization of older equipment.

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Pool & Dart Leagues = The Cue to Right on Profits

Reporting for the LOCATION
Tami Norberg-Paulsen,
C & N Sales, Mankato, MN

(Editor's Note: Attendance at the Expo education session on forming and running Pool and Dart Leagues was ample evidence of operator interest in this timely program. Conducted by Gary Nelson of Stansfield Vending, La Crosse, WI and Tami Norberg-Paulsen of C & N Sales Co., Mankato, MN this session tapped two industry experts and let them do what they do so very well...make clear the ins and outs of Leagues. By special arrangement, the highlighted coverage of this program has been done for us by guest stringer, Tami Norberg-Paulsen)

Tami Norberg-Paulsen

Seminar moderator, Richard Hawkins of D & R Star, Rochester, MN introduced the two speakers and pointed out that Nelson has directed the pool league system for Stansfield Vending for the past 10 years and last year initiated a dart league program for his company. Paulsen, has coordinated the C & N Sales league program since its inception four years ago and this year has also begun the formation of a dart league.

WHY HAVE A LEAGUE?

The seminar was divided into four main topics with the lead off question of "why have a League?" addressed by Paulsen. She explained the main concept behind the league idea is that of PROMOTION. "By offering a league program we are promoting our own equipment," she added.

The benefits are fourfold:

(1) **Leagues increase the operators dollar volume and profit.** Because of an increase in traffic through league locations and an increase in play of equipment through league promotion, the operator will realize greater pool table and dart machine collections. In addition, the other equipment in league locations are up about 30% over non-league locations.

(2) **An improved relationship and raport with location owners.** As the league brings additional traffic to locations, the owners will realize an increase in bar sales and an increase in their share of equipment receipts, this

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leads to a greater appreciation of the operator's efforts and produces a positive environment.

(3) A third benefit to the operator comes from the **addition of more pool tables and dart machines on the route.** This provides the operator with an increase in stable revenue sources. These pieces of equipment are added on routes because the coin-operator is assured ownership of equipment as he/she will only run leagues on equipment which he/she owns. Therefore, opportunities arise to regain location owned equipment and provides a potential for new business when pool and dart equipment needs to be added.

(4) The fourth benefit the operator can derive from a league program is **publicity.** Press coverage of tournaments and other league functions is free publicity and puts the operator's company name out in front of the public—a benefit that's difficult to measure, but nonetheless, works consistently in the operators' favor.

Organizing the League

Nelson then took the podium to outline the basic steps involved in the organization of a league program.

(1) The first step is to **send a letter to location owners to organize a location owners meeting.**

(2) The second step is then **hold the location owners meeting.** This is an extremely important step as the operator needs the location owners' commitment and support to make the league program successful.

Nelson suggested that the meeting be held during the afternoon at a neutral location (such as a hotel meeting room). "Run it as a business meeting," he added. He went on to suggest that a sponsor's fee of a certain dollar amount per team be collected in advance to assure that the location owner has a vested interest in promoting the program. It is also a good idea to give copies of a league question and answer sheet to the location owners so they can distribute them to their customers when recruiting players.

(3) The third step in organizing a league program is to **hold a players meeting.** At this important meeting such procedures as scoring, league money collection, awards programs, payback, etc. should be discussed. In addition, a thorough explanation of the league rules should take place.

Nelson stressed the important of having a very knowledgeable person conduct this meeting so any questions the players have may be answered correctly. He also suggested that league officers be elected at this meeting.

(4) Step four is that of **starting the league.** Distribution of league materials and schedules must be accomplished in advance of the league start date.

(5) Step five is **follow-up** Nelson strongly recommends that a company representative for the operator be present the first night of league play to monitor the league, answer the player's questions and to just generally make themselves available for additional PR.

(6) **Getting league press coverage** is the sixth and final step in the organization of a league program.

A detailed presentation of the pool league system was then conducted by Paulsen. She began with an explanation of the Valley National 8-Ball League Association (VNEA) which is the national pool league system which both the Stansfield and C & N Sales league programs are affiliated with. Topics such as, what is the VNEA, why belong to the VNEA, and what

(Continued on page 28)

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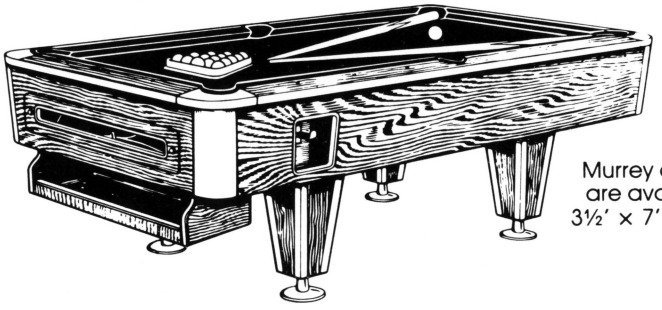

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AMOA Award Winners Announced

Bringing its 1984 INTERNATIONAL EXPOSITION of GAMES and MUSIC to a close, AMOA honored the industry's finest during its gala Banquet/Awards Presentation/Stage Show, October 27, at the Hyatt Regency Hotel in Chicago.

This year marked the presentation of the industry's first Merit Award to DAVID C. ROCKOLA, founder and Chairman of the Rock-Ola Manufacturing Corporation, Chicago, IL., for his outstanding contributions to the coin-op industry during the past 50 years.

The 'JB' Awards (Jukebox), celebrated their 21st year of honoring America's music with the presentation of six awards. This year's winners are:

BEST ROCK RECORD—Thriller (Michael Jackson/Epic)
BEST POP RECORD—Beat It (Michael Jackson/Epic)
BEST COUNTRY RECORD—To All the Girls I've Loved Before (Julio Iglesias/ Willie Nelson/Columbia)
BEST SOUL RECORD—Billie Jean (Michael Jackson/Epic)
MOST POPULAR ARTIST—Michael Jackson (Epic)
RISING STAR AWARD—Cyndi Lauper (Portrait/CBS)

For the 2nd year in a row, Michael Jackson walks off with four "JB" Awards.

Cyndi Lauper wins the industry's first "Rising Star Award."

This year also marked the first presentation of the **BEST CIGARETTE VENDING MACHINE PROMOTION** Award, given to the company that best promotes their product through marketing techniques that benefit the cigarette vendor. This year's award went to the R.J. REYNOLDS COMPANY.

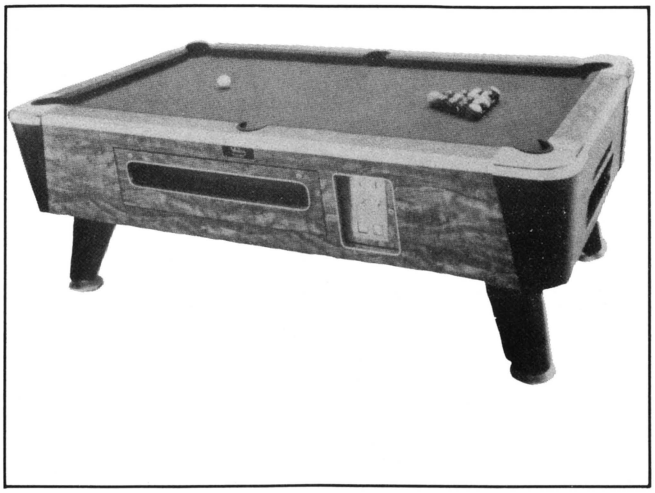
Moving into their third year, the Games Awards honored the following winners:

MOST PLAYED VIDEOGAME—Pole Position (Atari)
MOST PLAYED PINBALL GAME—Eight Ball Deluxe (Bally/Midway)
MOST POPULAR POOL TABLE—Cougar Model 32 (7') (Valley)
MOST POPULAR ARCADE GAME—Pole Position (Atari)
MOST POPULAR ROUTE GAME—Pole Position (Atari)

Bob Sherrod of R. J. Reynolds takes the spotlight to accept the industry's first Cigarette Vending Machine Promotion Award during the annual AMOA Awards Banquet.

Pole Position

Eight Ball Deluxe



Cougar Model 32

Thank-you to the industry personalities who gave of their time to accept on behalf of the winning artists.

William Young, Sr., Vice President of Marketing U.S.A., Deutsche Wurlitzer
Ed Blankenbeckler, President of Seeburg Phonograph Co.
Donald C. Rockola, President of the Rock-Ola Manufacturing Co.
Michael Martucci, National Promotion Manager for Columbia Records
Rus Strahan, President of Loewen-America
Jack Millman, President of Video Music International

Leagues

(Continued from page 28)

are the costs involved with belonging to the VNEA were discussed. She stressed that a major benefit afforded the operator by belonging to the VNEA is that national rules dictate that league play must be conducted on operator owned charter holder tables only. Paulsen then continued with a discussion of specific league details, many of which are regulated by the national program. Items such as: the team, the game, scoring and handicapping, award and publicity programs, league funds, tournaments etc. were considered. In addition, the importance of the development of state or regional operator run programs was stressed with specific discussion dealing with the MOMA State Pool League Association.

A similar explanation of the dart league program was covered by Nelson. He stated the game played in league was "301" and then went on to discuss rules of the game, the team, scoring, award programs, league funds etc. Nelson explained that to date no national program had yet been specifically designed for the operator in dart leagues but felt that soon such a program would be developed. He also stressed the importance of state and regional promotional associations and exemplified with discussion of the WAMO Dart League Association.■

Expo '84' Makes the News

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Chicago Sun-Times
Chicago Tribune
NBC-TV—Chicago
Businessweek Magazine
Forbes Magazine
ABC-TV—Chicago
PBS—Mc Neil Lehrer Report
Reuters Press
Associated Press
Crain's Chicago Business
The Wall Street Journal

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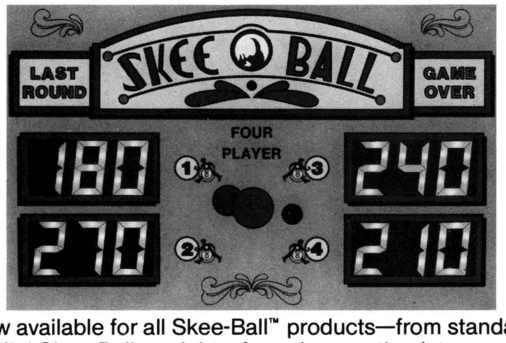

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Calendar of Events

March

South Carolina Coin Operators Association Annual Convention and Trade Show
March 8-10, 1985
The Carolina Inn
Columbia, SC

Executive Development Program
AMOA—Notre Dame
Session I—March 24-27, 1985

May

Ohio Music & Amusement Association 1985 Expo
May 9-11
Hyatt Regency/Ohio Center
Columbus, OH

October

1985 International Exposition
October 31-November 2
Hyatt Regency Chicago

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☐ **0401**

PINBALL MERCHANDISING: AN ALTERNATIVE

This seminar will give you the insight needed to tap the market potential of an old standby that is building a new audience. The moderator of this seminar is Tom Nieman, Bally-Midway Mfg., Franklin Park, IL. The panel will consist of Bernie Powers, Bally's Aladdin's Castle, Chicago, IL; Sharon Harris, Stan Harris & Co., Inc., Philadelphia, PA; Joe Kaminkow, Williams Electronics, Chicago, IL; Jack Hubka, Bally-Midway Mfg., Franklin Park, IL.

☐ **0402**

FUN CENTERS: A QUEST FOR IDENTITY AND STYLE

An industry session drawing together some of the best in the business to directly address the planning scope and need for imprinting a distinct identity on your current or planned Fun Center. 'Murph' Gordon from Aladdin's Castle, Chicago; Tom McAuliffe of Time Out, Fairfax, VA; David R. Brown, President of Bullwinkle in Santa Clara, CA; and Tony Urso of Madison Coin Machine Company, Monona, WI panel this program.

☐ **0403**

BENEFITS

When was the last time you understood your or your employees' benefits package? When was the last time you explored alternatives? Time consuming wasn't it! To help you and your employees understand the alternatives, this tape presents Russ Stewart, President of Benefit Consultants, Inc., Indianapolis, IN, who reviews the alternatives for you—including a few you may never have thought of.

☐ **0404**

ARE YOU PAYING THE IRS TOO MUCH?

This program examines ways to reduce your tax burden by using the rules as set forth by the IRS to your advantage. It is not too late to plan for 1984 or too early to think about 1985. Conducted by tax authority James L. Harfield, of Blackman, Kallick & Company, Ltd.

☐ **0405**

STRATEGIC PLANNING FOR THE 80's

History proves that the operator who plans ahead stays ahead. This operator panel identifies many of the crucial factors in strategic planning that every operator must consider now. Vincent Storino, S & S Amusements Company, Toms River, NJ, moderates a panel made up of Ralph Trotta, City Amusement Company, Fairlawn, NJ, Don Abrams, Eskin Vending, Oldbridge, NJ, and Victor Scola, Arco Amusements, Ocean City, NJ.

☐ **0406**

THE HOW TO OF A POOL LEAGUE

This tape by Chuck Milhem, President of Valley Company and Gary Benson from D & R Novelty, Inc., Rochester, MN should help pave the way to your successful pool league.

☐ **0407**

LASER-DISCS: FRONT & CENTER/OVERVIEW OF OPTICAL VIDEO-DISC TECHNOLOGY—A SERVICE PERSPECTIVE

John Browne of Pioneer Inc., presents a program designed to give operators, distributors and technicians some understanding of the theories behind the new technologies of CED & Laser systems.

☐ **0408**

***ARE YOU COMPUTERIZING FOR THE RIGHT REASONS?**

Industry Computer expert, Manley Lawson, Lawson Music Company, Inc., moderates this panel. No matter where you are on the "Computerize or not to Computerize" question, this discussion is geared to resolve problems and to help you make the decision that is right for you. Joining Mr. Lawson will be Ted Furkin of Allstar Music and Paul Borchardt of Borchardt Coin Machine.

☐ **0409**

STATE ASSOCIATION MEETING

Moderated by Russell Mawdsley, Russell-Hall, Inc., Massachusetts, this is a block buster presentation by the AMOA State Association Committee. The first hour is packed with presentations on:
(a) "APPRENTICESHIP EDUCATION PROGRAMS" by Joe Phillips, Executive Director of the Wisconsin Amusement and Music Operators.
(b) "HOW TO GET THE MAXIMUM OUT OF YOUR STATE CONVENTION" by Robert S. Rhinehart, Executive Director, Florida Amusement Vending Association.
(c) "FUNDING YOUR STATE ASSOCIATION BEYOND MEMBERSHIP DUES OR ASSESSMENTS", presented by Jack Kerner of Melo-Tone Vending, Somerville, MA.

☐ **0410**

PROTECT YOURSELF; PROTECT YOUR BUSINESS: THE ADVANTAGE OF CONTRACTS

Dr. Richard Hunter of Notre Dame University reviews the "whys" and "wherefores" of industry contracts.

☐ **0501**

GRASS ROOTS LOBBYING AT THE STATE & LOCAL LEVEL

✓

☐ **0502**

POOL AND DART LEAGUES = THE CUE TO RIGHT ON TARGET PROFITS

The experts are making leagues work and they have joined the Expo '84' education session to share their "How-to" with you. Gary Nelson, Jim Stansfield Vending, LaCrosse, WI, lays out the format of league development in good common sense language while Tami Norberg-Paulson of C & N Sales, Mankato, MN tells you how to get women interested in Pool and Darts.

☐ **0503**

PROGRAMMING YOUR JUKEBOX FOR DOUBLE REVENUE

Double your jukebox revenue? Yes, it's possible and if anyone can tell you how to do it, it is Rus Strahan, President of Lowen-America, presenter of this program and special guest of the AMOA Education Committee.

☐ **0504**

HOW TO RE-MARKET YOUR SECOND & THIRD RANKED EQUIPMENT FOR FIRST RANK PROFITS

Todd Erickson of Summit Amusements, St. Paul, MN has to be one of the most innovative and creative business talents in the coin-op industry and he shares the results of that talent in this featured program that reveals how to make that second-line equipment earn more.

☐ **0505**

MERCHANDISING MERCHADISE EQUIPMENT

This "How-to" session will discuss the operation and promotion of merchandise games. As special guests John F. Vassallo, Jr., Director of the Division of Alcoholic Beverage Control & Commissioner of Amusement Games Control, NJ and William Treger, Bureau Chief of Amusement Games Control, NJ will provide a legal insight to this little understood and much neglected aspect of our business. Michael Redpath, AMOA of NJ, will lend his expertise to round out this presentation.

☐ **0506**

*** HOW TO USE TAXES & ECONOMICS TO MAKE CONVERSION KITS A WINNER**

James L. Harfield, C.P.A. of Blackman, Kallick & Co. takes you right to the heart of the matter and presents the 'Conversion Kit' auditing procedures that produce to your advantage. The last hour of this program includes a Q & A period.

☐ **0507**

CIGARETTE VENDING/MERCHANDISING, SUBSIDIES & CONTROLS

Come and eavesdrop on the experts when Bob Sherrod of R. J. Reynolds discusses merchandising; Jack Gillis of Philip Morris gives the low-down on subsidies for cigarette vendors; and Walker Merryman from T.A.N. brings us up-to-date on the T.A.N. program for operators.

☐ **0508**

A BUSINESS PLAN FOR PROFIT

Presented by Robert J. Baker, Ph.D., the founder of Venture Resources International and Business Owners Consulting Group. Dr. Baker specializes in the problems and opportunities of owner-managed businesses from the development of profit margin and flow improvement tactics to managing your company for personal wealth and continuity.

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A specially designed vehicle, manned by a team of Ford marathon drivers, set a new world mileage record near Sidney, Australia this year, the vehicle achieved 2,498 miles per gallon. (This is not a typographical error.)■

California's 26 million people will produce more than $460 billion in goods and services this year, matching about what Britain's 56 million people will produce. If California were an independent country, it would have the world's sixth or seventh largest gross national product.■

The first auto race in the U.S. was run on Thanksgiving Day in 1895, on a 55-mile course between Chicago and Milwaukee, and won by the only American-made, gasoline-powered car in the race. (Over 80 drivers entered, but only six were able to start, and the average speed was under six miles an hour over snowy roads.)■

The Social Security taxable wage base is being raised from $37,800 this year to at least $39,300 in 1985. The wage base—the maximum subject to Social Security taxes during the year—might go even higher. It's tied to the cost-of-living increase for Social Security recipients next January. The Social Security tax rate also goes up in 1985—to 7.05 percent of taxable earnings for both workers and employers, an added yearly bite of at least $240.05 for those in the top bracket. Workers are now paying 6.7 percent and employers 7 percent.■

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